



## SCHOOL OF BUSINESS AND MANAGEMENT

# MASTER OF SCIENCE IN MARKETING

### Master Your Marketing Skills

In the digital age, technologies marketing has become a highly scientific, data-driven, and interdisciplinary practice. By some estimates, there are more than 95 different types of skills in marketing today, some of which did not even exist a few years ago.

The rapid growth in areas such as behavioral targeting, social media marketing, mobile marketing, demand generations, marketing analytics, marketing automation, and marketing operations has created a significant capability gap that has forced many companies to train their IT staff to fill these marketing positions.

The MS in Marketing program is designed to provide a flexible and well-rounded curriculum to accommodate students with diverse educational backgrounds and experiences. Students will receive in-depth training in all areas of marketing,

including strategy, innovation, branding, social media, market research, buyer behavior, product management, and international marketing.

The Master of Science program will build your marketing skills, enhance knowledge, and strengthen brand identity focused on its workshop-style classes, experiential curriculum, and digital leadership.

#### Program highlights:

- Understand how to integrate marketing with various functions of business organization to create, capture, and deliver value
- Leverage technology for marketing strategies, organizational communication, business operations, and customer relations
- Attain the skills to develop global strategic marketing plans

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## MASTER OF SCIENCE IN MARKETING

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National University School of Business and Management will offer a one-year Master of Science in Marketing Program to advance your marketing career. The program will build your marketing skills; enhance knowledge; and strengthen brand identity focused on its workshop-style classes, experiential curriculum, and digital leadership.

With the emergence of digital marketing technologies marketing has become a highly scientific, data-driven and interdisciplinary practice. By some estimates, there are more than 95 different types of skills in marketing today, some of which did not even exist a few years ago.

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### Gain a Competitive Advantage

The MS in Marketing program has been developed to provide students with an innovative and specialized academic curriculum offering both breadth and depth of coverage in marketing. Students will receive in-depth training and experience in all areas of marketing, including:

- Branding
- Strategy
- Market Research
- Consumer Behavior
- Product Management
- International Issues

The program is designed to meet the needs of students having undergraduate or graduate degrees in both business and non-business backgrounds and can be completed either full-time or part-time.

### Practical Experience Today for the Challenges of Tomorrow

Experience-based learning is an integral component of the MS in Marketing program. The program is grounded in providing real-world project experiences to students with the opportunity to acquire practical, hands-on knowledge to establish or further their careers in the marketing profession.

#### 1. Admissions Criteria

- 1.1. Bachelor's or higher degree from an accredited college or university.
- 1.2. Aptitude and ability to handle quantitative material.
- 1.3. Communication skills and motivation.
- 1.4. Any exception to the above-mentioned requirements will need the approval of the Academic Program Director or the Chair of the Department.

#### 2. Program Requirement

Students must take the MKT 602 Marketing Management as the first course in the program. Any exception to this requirement of the program must be approved by the Academic Program Director or the Chair of the Department.

#### 3. Basic Business Knowledge

Students enrolling in the MS in Marketing program are expected to have a basic understanding of business through undergraduate or graduate coursework. The International Accreditation Council for Business Education (IACBE) provides a requirement of basic business knowledge. Students holding business degrees from IACBE-accredited institutions have satisfied this requirement; students who do not have a business degree or a degree from a Non-IACBE accredited institution may also have fulfilled much of this requirement. Advisors at NU can help you determine your fulfillment of this requirement.

### Basic Business Knowledge includes:

- Markets and Organizations
- Business Statistics and Quantitative Methods
- Financial Accounting
- Economics

Basic Business Knowledge courses do not provide any credit for electives within the MS in Marketing degree. Students must meet the Basic Business Knowledge requirements before taking any of the courses required in the program.

### Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Analyze important terminology, concepts, principles, theories, analytic techniques, and facts used in the field of marketing for effective decision-making.
- Integrate Marketing with various functions of business organization to create, capture, and deliver value.
- Apply digital tools in developing marketing strategies, organizational communication, business operations, and customer relations.
- Apply ethical problems within marketing and business situations, choose a resolution, and justify that ethical choice.
- Develop a global strategic marketing plan that addresses the global forces in the business environment of a firm.

### Degree Requirements

To receive a Master of Science in Marketing, students must complete 45 quarter units of graduate work. A total of 4.5 quarter units of transferred graduate credit may be granted for equivalent graduate work as it applies to this degree and if the units were not used in earning another advanced degree.

### Requirements for Major

(10 courses; 45 quarter units)

### Core Requirements

(6 courses; 27 quarter units)

MKT 602	Marketing Management
MKT 620	Consumer Behavior
	<i>Prerequisite: MKT 602</i>
MKT 631	Global Marketing
	<i>Prerequisite: MKT 602</i>
MKT 634	Market Research
	<i>Prerequisite: MKT 602</i>
MKT 651	Mobile Marketing
	<i>Prerequisite: MKT 602</i>
MKT 660	Strategic Marketing Simulation
	<i>Prerequisite: MKT 602, MKT 620, MKT 631 and MKT 634</i>

### Elective Requirements

(4 courses; 18 quarter units)

Students must select **four (4)** of the following elective courses.

MGT 605	Organization Mgmt. & Leadership
IBU 606	Global Business
MGT 625	Managerial Communication
COM 610	Integrated Marketing Comm.
IBU 641	Topics in Int'l Business
SCM 610	Supply Chain Collaboration
	<i>Prerequisite: MGT 608</i>
MKT 653	Social Media
	<i>Prerequisite: MKT 602</i>
BAN 600	Fundamentals of Analytics